

Message Text

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PAGE 01 STATE 020290
ORIGIN COME-00

INFO OCT-01 EUR-12 ISO-00 EB-08 /021 R

DRAFTED BY RCBELL/COM/BEWT/TPD/SB
APPROVED BY EB/ITP/EWT:BSAMUEL
COM/BEWT/TPD/BATHOMPSON
COM/BEWT/OEWD/JEMURRIN
COM/BEWT/OEWD/AWEISS
COM/BEWT/EEAD/JELLIS
STATE/EUR/EE/KBROWN
EB/OCA/CD:REDAY

-----290006Z 099519 /14

P 282226Z JAN 77
FM SECSTATE WASHDC
TO AMEMBASSY PRAGUE PRIORITY
INFO AMEMBASSY VIENNA PRIORITY

UNCLAS STATE 020290

E.O. 11652:N/A

TAGS:BEXP,CZ

SUBJECT:FY '78 TRADE PROMOTION THEME PROPOSAL

VIENNA FOR VONTILLIUS

REF: A) USDOC 19556, B) PRAGUE 3378

1) USDOC APPRECIATES EMBASSY RESPONSE REFTEL B. WE VIEW INCHEBA '78 AS PRIMARY ACCESS ROUTE TO CZECHOSLOVAK CHEMICAL INDUSTRY. IT WOULD PROVIDE AN ATTRACTIVE PROMOTIONAL EVENT FOR NTM FIRMS AND INTRODUCE NEEDED FLEXIBILITY INTO OUR EVENT SCHEDULE FOR FY '78 AND BEYOND.

2) U.S. EXHIBITION BRNO HAS BECOME PRIMARILY AN ELECTRONIC
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SHOW, DESPITE BEST RECRUITMENT EFFORTS TO DIVERSIFY PARTICIPATION. A NEW APPROACH TO CZECHOSLOVAK MARKET WOULD AFFORD AN OPPORTUNITY TO FEATURE OTHER COMPETITIVE AREAS OF U.S. INDUSTRY.

3) USDOC INDUSTRY POLL INDICATES THAT NUCLEUS OF LEADING OTM FIRMS WOULD PARTICIPATE IN INCHEBA '78. WITH THIS

SUPPORT, 15 TO 20 NTM PARTICIPANTS COULD BE RECRUITED TO

COMPLETE IMPRESSIVE U.S. EXHIBITION.

4) DESPITE EMBASSY'S APPARENT OPINION TO CONTRARY, CONTINUED PARTICIPATION IN ONE EVENT SEEMS LESS EFFECTIVE TO US THAN EFFORT DIRECTED AT A DIFFERENT INDUSTRY IN ANOTHER EVENT. IN SUGGESTING INCHEBA WE CONSIDERED EXPOSURE IN SLOVAKIA A POLITICAL PLUS.

5) TO SUM UP, RECRUITMENT FOR BRNO HAS NOT RESULTED IN DESIRED COVERAGE WITHIN PRODUCT THEME. OUR RECENT POLLING INDICATES THAT INCHEBA OFFERS CHANCE TO RECRUIT HIGH CALIBER EXHIBITORS WHICH WE BELIEVE WILL CURE RECENT PROCUREMENT DIFFICULTIES AND PROVIDE NEW MOMENTUM TO CZECH PROMOTIONAL EVENTS.

6) EMBASSY REQUESTED TO EVALUATE COMMERCIAL MERITS OF THE TWO EVENTS IN LIGHT OF ABOVE.

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Message Attributes

Automatic Decaptioning: X
Capture Date: 01-Jan-1994 12:00:00 am
Channel Indicators: n/a
Current Classification: UNCLASSIFIED
Concepts: n/a
Control Number: n/a
Copy: SINGLE
Sent Date: 28-Jan-1977 12:00:00 am
Decaption Date: 01-Jan-1960 12:00:00 am
Decaption Note:
Disposition Action: n/a
Disposition Approved on Date:
Disposition Case Number: n/a
Disposition Comment:
Disposition Date: 01-Jan-1960 12:00:00 am
Disposition Event:
Disposition History: n/a
Disposition Reason:
Disposition Remarks:
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Document Unique ID: 00
Drafter: COM/BEWT/TPD/SB
Enclosure: n/a
Executive Order: N/A
Errors: N/A
Expiration:
Film Number: D770031-1178
Format: TEL
From: STATE
Handling Restrictions: n/a
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ISecure: 1
Legacy Key: link1977/newtext/t1977016/aaaaafmu.tel
Line Count: 82
Litigation Code IDs:
Litigation Codes:
Litigation History:
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Original Classification: UNCLASSIFIED
Original Handling Restrictions: n/a
Original Previous Classification: n/a
Original Previous Handling Restrictions: n/a
Page Count: 2
Previous Channel Indicators: n/a
Previous Classification: n/a
Previous Handling Restrictions: n/a
Reference: 77 PRAGUE 3378
Retention: 0
Review Action: RELEASED, APPROVED
Review Content Flags:
Review Date: 15-Sep-2004 12:00:00 am
Review Event:
Review Exemptions: n/a
Review Media Identifier:
Review Release Date: n/a
Review Release Event: n/a
Review Transfer Date:
Review Withdrawn Fields: n/a
SAS ID: 3618577
Secure: OPEN
Status: NATIVE
Subject: FY \78 TRADE PROMOTION THEME PROPOSAL VIENNA FOR VONTILLIUS
TAGS: BEXP, CZ
To: PRAGUE
Type: TE
vdkgvwkey: odb://SAS/SAS.dbo.SAS_Docs/e26370da-c288-dd11-92da-001cc4696bcc
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